

IN THE CLAIMS

1. (Currently Amended) A method of presenting supplemental information, action, or both, with time-sequence data, including:

providing time-sequence data;

separately providing supplemental information, action, or both, from said time-sequence data;

content-linking said supplemental information, action, or both, with said time-sequence data during playback of said time-sequence data[[],] :

~~wherein said time-sequence data is provided during a defined time interval, said supplemental information, action or both is provided in a content-driven manner based on the content of said time-sequence data during playback of said time-sequence data limited within said time sequence data in a sub-interval of the defined time interval of said time sequence data, said sub-interval having a determined start time and stop time within the time interval of said time-sequence data.~~

Claim 2 - Cancelled

3. (Currently Amended) The method according to claim 1, wherein said supplemental information, action, or both, is further linked with said time-sequence data by annotation information associated with said time-sequence data.

Claim 4 - Cancelled

5. (Currently Amended) The method according to claim [[4]] 1, wherein said supplemental information, action, or both, is linked with said time-sequence data dependent upon on-the-fly analysis of the content of said time-sequence data during playback of said time-sequence data.

6. (Original) The method according to claim 1, wherein said time-sequence data is animation, audio, and/or video data.

7. (Original) The method according to claim 1, wherein said time-sequence data is provided by broadcast.

8. (Original) The method according to claim 1, wherein said time-sequence data is provided via a network.

9. (Original) The method according to claim 1, wherein said supplemental information, action, or both, is provided remotely via a network.

10. (Original) The method according to claim 1, wherein said supplemental information, action, or both, includes a displayed prompt with which a user can interact by user input.

11. (Original) The method according to claim 1, wherein said supplemental information, action, or both, includes a link to a remote location.

12. (Original) The method according to claim 11, wherein said link is a universal resource locator (URL).

13. (Currently Amended) The method according to claim 1, wherein said time-sequence data and said supplemental information, action, or both are further linked by a link means.

14. (Original) The method according to claim 13, wherein two or more of said link means, said time-sequence data, and said supplemental information, action, or both, are initially co-located at their source.

15. (Original) The method according to claim 13, wherein two or more of said link means, said time-sequence data, and said supplemental information, action, or both, are initially remotely located at one or more source locations.

16. (Currently Amended) An apparatus for presenting supplemental information, action, or both, with time-sequence data, including:
means for providing time-sequence data;

means for separately providing supplemental information, action, or both, from said time-sequence data; and

means for content-linking said supplemental information, action, or both, with said time-sequence data during playback of said time-sequence data[[,]] :

~~wherein said time-sequence data is provided during a defined time interval, means for separately providing said supplemental information, action or both provides said supplemental information, action, or both in a content-driven manner based on the content of said time-sequence data is limited within said time sequence data in a sub-interval of the defined time interval of said time sequence data, said sub-interval having a determined start time and stop time within the time interval of said time sequence data.~~

Claim 17 - Cancelled

18. (Currently Amended) The apparatus according to claim 16, wherein said supplemental information, action, or both, is further linked with said time-sequence data by annotation information associated with said time-sequence data.

Claim 19 - Cancelled

20. (Currently Amended) The apparatus according to claim [[19]] 16, wherein said supplemental information, action, or both, is linked with said

time-sequence data dependent upon on-the-fly analysis of the content of said time-sequence data during playback of said time-sequence data.

21. (Original) The apparatus according to claim 16, wherein said time-sequence data is animation, audio, and/or video data.

22. (Original) The apparatus according to claim 16, wherein said time-sequence data is provided by broadcast.

23. (Original) The apparatus according to claim 16, wherein said time-sequence data is provided via a network.

24. (Original) The apparatus according to claim 16, wherein said supplemental information, action, or both, is provided remotely via a network.

25. (Original) The apparatus according to claim 16, wherein said supplemental information, action, or both, includes a displayed prompt with which a user can interact by user input.

26. (Original) The apparatus according to claim 16, wherein said supplemental information, action, or both, includes a link to a remote location.

27. (Original) The apparatus according to claim 16, wherein said link

is a universal resource locator (URL).

28. (Currently Amended) The apparatus according to claim 16,
wherein said time-sequence data and said supplemental information, action, or
both are further linked by a link means.

29. (Currently Amended) The apparatus according to claim [[16]]
28, wherein two or more of said link means, said time-sequence data, and said
supplemental information, action, or both, are initially co-located at their source.

30. (Original) The apparatus according to claim 28, wherein two or
more of said link means, said time-sequence data, and said supplemental
information, action, or both, are initially remotely located at one or more source
locations.

31. (Currently Amended) A computer program product having a computer
readable medium having a computer program recorded therein for presenting
supplemental information, action, or both, with time-sequence data, including:
means for providing time-sequence data;
means for separately providing supplemental information, action, or both,
from said time-sequence data; and
means for content-linking said supplemental information, action, or both,
with said time-sequence data during playback of said time-sequence [[data.]]

data:

wherein said time-sequence data is provided during a defined time interval, means for separately providing said supplemental information, action or both, provides said supplemental information, action or both in a content-driven manner based on the content of said time-sequence data is limited within said time-sequence data in a sub-interval of the defined time interval of said time sequence data, said sub-interval having a determined start time and stop time within the time interval of said time-sequence data.

Claim 32 - Cancelled

33. (Currently Amended) The computer program product according to claim 30, wherein said supplemental information, action, or both, is further linked with said time-sequence data by annotation information associated with said time-sequence data.

Claim 34 - Cancelled

35. (Currently Amended) The computer program product according to claim [[34]] 31, wherein said supplemental information, action, or both, is linked with said time-sequence data dependent upon on-the-fly analysis of the content of said time-sequence data during playback of said time-sequence data.

36. (Original) The computer program product according to claim 31,
wherein said time-sequence data is animation, audio, and/or video data.

37. (Original) The computer program product according to claim 31,
wherein said time-sequence data is provided by broadcast.

38. (Original) The computer program product according to claim 31,
wherein said time-sequence data is provided via a network.

39. (Original) The computer program product according to claim 31,
wherein said supplemental information, action, or both, is provided remotely via
a network.

40. (Original) The computer program product according to claim 31,
wherein said supplemental information, action, or both, includes a displayed
prompt with which a user can interact by user input.

41. (Original) The computer program product according to claim 31,
wherein said supplemental information, action, or both, includes a link to a
remote location.

42. (Original) The computer program product according to claim 31,
wherein said link is a universal resource locator (URL).

43. (Currently Amended) The computer program product according to claim 31, wherein said time-sequence data and said supplemental information, action, or both are further linked by a link means.

44. (Original) The computer program product according to claim 31, wherein two or more of said link means, said time-sequence data, and said supplemental information, action, or both, are initially co-located at their source.

45. (Original) The computer program product according to claim 44, wherein two or more of said link means, said time-sequence data, and said supplemental information, action, or both, are initially remotely located at one or more source locations.

46. (Currently Amended) A method of providing value-added content related to at least one of animation, audio, and video data, while said at least one of animation, audio, and video data is being presented to a user, including the steps of:

delivering said at least one of animation, audio, and video data for presentation to said user;

providing said value-added content being separate from said at least one of animation, audio and video data; and

providing linking means, separate from said at least one of animation, audio, and video data, for content-linking said value-added content with said at

least one of animation, audio, and video data in a controllable content-driven and on-the-fly manner prior to presentation of said at least one of animation, audio, and video data and said value-added content,

wherein said time-sequence data is provided during a defined time interval, said supplemental information, action or both is limited within said time sequence data in a sub-interval of the defined time interval of said time sequence data, said sub-interval having a determined start time and stop time within the time interval of said time-sequence data.

47. (Previously Amended) The method according to claim 46,
further including the step of presenting for said user said at least one of
animation, audio, and video data and said value-added content.

48. (Original) The method according to claim 46 or ~~47~~, wherein said
value-added content is an advertisement.

Claim 49 - Cancelled

50. (Currently Amended) The method according to claim 46,
wherein said further linking means includes an annotation associated with said at
least one of said animation, audio, and video data.

51. (Original) The method according to claim 46, wherein said value-

added content includes a universal resource locator (URL).

52. (Original) The method according to claim 46, wherein said value-added content includes a set of instructions for performing operations on a local apparatus or a remote apparatus linked with said local apparatus by a network.

53. (Original) The method according to claim 47, wherein said value-added content is presented separately in a device for reproducing said at least one of animation, audio and video data.

54. (Original) The method according to claim 47, wherein said value-added content is presented in or on said at least one of animation, audio and video data in a device for reproducing said at least one of animation, audio and video data.

Claim 55 - Cancelled

56. (Currently Amended) An apparatus for providing value-added content related to at least one of animation, audio, and video data, while said at least one of animation, audio, and video data is being presented to a user, including:
means for delivering said at least one of animation, audio, and video data for presentation to said user;
means for providing said value-added content being separate from said at

least one of animation, audio and video data; and
means for providing linking means, separate from said at least one of
animation, audio, and video data, for content-linking said value-added content
with said at least one of animation, audio, and video data in a controllable
content-driven and on-the-fly manner prior to presentation of said at least one of
animation, audio, and video data and said value-added content,

wherein said linking means includes a sub-interval of time, having a start
time and a stop time of said value-added content in relation to the time interval
of said at least one of said animation, audio, and video data.

57. (Previously Amended) The apparatus according to claim 56,
further including means for presenting to said user said at least one of
animation, audio, and video data and said value-added content.

58. (Previously Presented) The apparatus according to claim 56,
wherein said value-added content is an advertisement.

Claim 59 Cancelled

60. (Currently Amended) The apparatus according to claim 56,
wherein said linking means further includes an annotation associated with said at
least one of said animation, audio, and video data.

61. (Original) The apparatus according to claim 56, wherein said value-added content includes a universal resource locator (URL).

62. (Original) The apparatus according to claim 57, wherein said value-added content includes a set of instructions for performing operations on a local apparatus or a remote apparatus linked with said local apparatus by a network.

63. (Original) The apparatus according to claim 57, wherein said value-added content is presented separately in said means for representing said at least one of animation, audio and video data.

64. (Original) The apparatus according to claim 57, wherein said value-added content is presented in or on said at least one of animation, audio and video data in said means for reproducing said at least one of animation, audio and video data.

Claim 65 - Cancelled

66. (Currently Amended) A computer program product having a computer readable medium having a computer program recorded therein for providing value-added content related to at least one of animation, audio, and video data,

while said at least one of animation, audio, and video data is being presented to a user, including:

means for delivering said at least one of animation, audio, and video data for presentation to said user;

means for providing said value-added content being separate from said at least one of animation, audio and video data; and

means for providing linking means, separate from said at least one of animation, audio, and video data, for linking said value-added content with said at least one of animation, audio, and video data in a ~~controllable~~ content-driven and on-the-fly manner prior to presentation of said at least one of animation, audio, and video data and said value-added content[[,]].

~~wherein said linking means includes a sub-interval of time, having a start time and a stop time of said value-added content in relation to the time interval of said at least one of said animation, audio, and video data.~~

67. (Previously Amended) The computer program product according to claim 66, further including means for presenting to said user said at least one of animation, audio, and video data and said value-added content.

68. (Original) The computer program product according to claim 66 or 67, wherein said value-added content is an advertisement.

69. (Currently amended) The computer program product according to

claim 66, wherein said linking means further includes a start time and a stop time of said value-added content in relation to said at least one of said animation, audio, and video data

70. (Currently Amended) The computer program product according to claim 66, wherein said linking means further includes an annotation associated with said at least one of said animation, audio, and video data.

71. (Original) The computer program product according to claim 66, wherein said value-added content includes a universal resource locator (URL).

72. (Original) The computer program product according to claim 66, wherein said value-added content includes a set of instructions for performing operations on a local computer program product or a remote computer program product linked with said local computer program product by a network.

73. (Original) The computer program product according to claim 67, wherein said value-added content is presented separately in said means for presenting said at least one of animation, audio and video data.

74. (Original) The computer program product according to claim 67, wherein said value-added content is presented in or on said at least one of animation, audio and video data in said means for reproducing said at least one

of animation, audio and video data.

Claim 75 - Cancelled

76. (Currently Amended) A method of distributing advertisements with animation, audio and/or video data, said animation, audio and/or video data being delivered for presentation by way of broadcast or streaming over a network, said method including the steps of:

delivering said animation, audio and/or video data for presentation;

delivering a separate advertisement related to said animation, audio and/or video data;

providing an advertisement control link for linking said separate advertisement with said animation, audio and/or video data; and presenting for a user said advertisement in a content-driven manner during presentation of said animation, audio and/or video data dependent upon said advertisement control link[[],].

~~said advertisement control link providing a defined time interval for said advertisement which is a sub-interval of the animation, audio and/or video data and said sub-interval has determined start and stop times.~~

77. (Original) The method according to claim 76, wherein said advertisement is capable of connecting a user with a remote location via a network by user interaction with said advertisement.

78. (Original) The method according to claim 77, further comprising the step of vending a product or service by means of electronic commerce or contacting a call centre dependent upon said advertisement.

79. (Currently Amended) An apparatus for distributing advertisements with animation, audio and/or video data, said animation, audio and/or video data being delivered for presentation by way of broadcast or streaming over a network, said apparatus including:

means for delivering said animation, audio and/or video data for presentation;

means for delivering a separate advertisement related to said animation, audio and/or video data;

means for providing an advertisement control link for linking said separate advertisement with said animation, audio and/or video data; and

means for presenting for a user said advertisement in a content-driven manner during presentation of said animation, audio and/or video data dependent upon said advertisement control link[,]] .

~~said advertisement control link providing a defined time interval for said advertisement which is a sub-interval of the animation, audio and/or video data and said sub-interval has determined start and stop times.~~

80. (Original) The apparatus according to claim 79, wherein said advertisement is capable of connecting a user with a remote location via a

network by user interaction with said advertisement.

81. (Original) The apparatus according to claim 80, further comprising means for vending a product or service using electronic commerce or by contacting a call centre dependent upon said advertisement.

82. (Currently Amended) An computer program product for distributing advertisements with animation, audio and/or video data, said animation, audio and/or video data being delivered for presentation by way of broadcast or streaming over a network, said computer program product including:

means for delivering said animation, audio and/or video data for presentation;

means for delivering a separate advertisement related to said animation, audio and/or video data;

means for providing an advertisement control link for content-linking said separate advertisement with said animation, audio and/or video data; and

means for presenting for a user said advertisement in a content-driven manner during presentation of said animation, audio and/or video data dependent upon said advertisement control link[[],] .

~~said advertisement control link providing a defined time-interval for said advertisement which is a sub-interval of the animation, audio and/or video data and said sub-interval has determined start and stop times.~~

83. (Original) The computer program product according to claim 82,
wherein said advertisement is capable of connecting a user with a remote
location via a network by user interaction with said advertisement.

84. (Original) The computer program product according to claim 83,
further comprising means for vending a product or service using electronic
commerce or by contacting a call centre dependent upon said advertisement.